



# RYAN FETZNER

Art Direction &  
Graphic Design

[ryanfetzner.com](http://ryanfetzner.com)

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## SKILLS

Branding  
Print Design  
Exhibit Design  
Web Design  
Advertising  
Packaging Design  
Illustration  
Prepress  
Art Direction  
Project Management  
Product Photography  
Basic Web Development  
(HTML5 / CSS3 / Javascript)

## PROGRAMS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Acrobat  
Caldera RIP  
Caldera Prime  
AutoCad  
HotDoor CADtools (plug-in)  
Summa Cutter Control  
Summa WinPlot  
Enfocus Pitstop (plug-in)  
Pages  
Keynote  
Microsoft Office  
Wordpress  
Campaign Monitor  
Mail Chimp

## SUMMARY

Creator of intriguing solutions for an array of diverse Clients' needs through creative problem solving skills. Primary focus is to design print and digital creative deliverables with strict attention to the client brand standards.

## EXPERIENCE

### Prepress Technician, Excelsus Solutions

*Feb. 2021 – July 2021*

Review and prepare customer supplied artwork files for wide format digital printing presses and digital die-cutters. Preflight, troubleshoot, diagnose, and fix file issues. Impose and RIP press files, ensuring they are setup, and consistent with the client brand color standards and job ticket details. Setup crop marks for trimming of multi-piece projects and plotter-cut decals. Design assignments as per customer requests including logos, vehicle wraps, signs and graphic elevations. Occasionally worked on variable data print jobs. Operated a Summa S2-T140 plotter cutter.

### Graphic Designer, MSM Inc.

*Oct. 2017 – Dec. 2020*

Helped produce one-of-a-kind trade show exhibit environments and engaging brand experiences for top 100 US companies including Johnson & Johnson, ServiceNow, Cisco Systems, Ferrero, DocuSign, and others. Work closely with teams of managers, designers, engineers, production, and warehousing staff on 50+ booths per year. Ensure all graphics complied with brand standards. Handled multiple print and digital projects while maintaining high-quality output within tight time constraints.

### Graphic Designer, Grid Marketing

*Dec. 2014 – Apr. 2017*

Worked closely under a creative director in the planning, coordination and execution of marketing deliverables for small to mid-size organizations across the US. This included creating brand style guides, print collateral, website designs, email campaigns, static and animated digital ads, packaging layouts, large format displays, and social media campaigns. Assisted in photo and video planning and shoots.

### Graphic Designer, Going To The Sun Marketing

*Apr. 2010 – Dec. 2014*

Started as a sales consultant. After the first year I was promoted to a graphic design position. Eventually acted as the Art Director on many projects.

## EDUCATION

### Rochester Institute of Technology '06

*BFA Graphic Design*

*Minor: Communications*

### Sage College of Albany '03 (Magna Cum Laude)

*AAS Illustration*

## AWARDS

### CUNA 2017 Diamond Awards

*Complete Campaign: Whitefish CU – Take a Break*

*Complete Campaign: Whitefish CU – School Spirit Debit Cards*

*Plastic Access Card Design: Whitefish CU – School Spirit Debit Cards*